

CLAIMS

What is claimed is:

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- 1 1. A method for authenticating data, the method comprising:
 - 2 a. receiving a data request from a client;
 - 3 b. retrieving data based on the received data request;
 - 4 c. formatting the retrieved data, wherein the formatted data includes
 - 5 at least one authenticity key; and
 - 6 d. returning the formatted data to the client.
 2. The method of Claim 1, wherein the formatted data is a web page.
 - 1 3. The method of Claim 1, further comprising:
 - 2 a. reading the formatted data at the client;
 - 3 b. determining if the formatted data includes the at least one
 - 4 authenticity key;
 - 5 c. if the formatted data includes the at least one authenticity key;
 - 6 d. verifying authenticity based on the at least one authenticity key.
 4. The method of Claim 3, further comprising displaying the data based on the verification of the at least one authenticity key.
 5. The method of Claim 4, wherein one authenticity stamp will be displayed for data that has been successfully verified.
 6. The method of Claim 4, wherein one authenticity stamp will be displayed for each graphical image.
 7. The method of Claim 4, wherein a non-authenticity stamp will be displayed for data that has not successfully been verified.
 - 1 8. A system for authenticating data, the system comprising:
 - 2 a. at least one client;

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- 3 b. at least one server;
- 4 c. a network, wherein the client and the server communicate via the
- 5 network; and
- 6 d. at least one authentication server, wherein said at least one
- 7 authentication server is in communication with said at least one
- 8 server.
9. The system of Claim 8, wherein said at least one client includes a browser, wherein pages are displayed to a user on a display device on said at least one client.
10. The system of Claim 8, wherein said at least one server sends a page including an authenticity key to said at least one client.
11. The system of Claim 10, wherein said at least one client verifies authenticity of the page based on the authenticity key.
12. The system of Claim 11, wherein the page is displayed on said client, wherein the display includes an indication of the authenticity of the page.
- 1 13. A system for authenticating data, the system comprising:
- 2 a. at least one client;
- 3 b. at least one server, wherein said at least one server sends a page,
- 4 wherein the page includes at least one graphic image and wherein
- 5 each of said at least one graphic images includes an authenticity
- 6 key; and,
- 7 c. a network, wherein the client and the server communicate via the
- 8 network.
- 1 14. In a computer system for authenticating data, a computer-readable
- 2 medium holding computer executable instructions for performing a method
- 3 comprising the steps of:

- 4 a. receiving a data request from a client;
 - 5 b. retrieving data based on the received data request;
 - 6 c. formatting the retrieved data, wherein the formatted data includes
 - 7 an authenticity key; and
 - 8 d. returning the formatted data to the client.
15. The computer system of Claim 14, wherein the formatted data is a web page.
- 1 16. The computer system of Claim 14, wherein computer executable
- 2 instructions further comprise the steps of:
- 3 a. reading the formatted data at the client;
- 4 b. determining if the formatted data includes the authenticity key;
- 5 c. if the formatted data includes the authenticity key;
- 6 d. verifying authenticity based on the authenticity key.
17. The computer system of Claim 16, wherein the computer executable instructions further comprise the step of: displaying the data based on the verification of the authenticity.
18. The computer system of Claim 17, wherein an authenticity stamp will be displayed for data that has been successfully verified.
19. The computer system of Claim 17, wherein a non-authenticity stamp will be displayed for data that has not successfully been verified.